

ORDER



WAVY

Orders
Order / Rev: 201617
Alt Order #: 06844820
Product Desc: 9/25-10/1 PRIORITIES USA
Estimate: 1562
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	27	\$15,250.00	\$12,962.50
10/01/12	10/01/12	5	\$3,650.00	\$3,102.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	27	\$15,250.00	\$12,962.50	0.00
October 2012	5	\$3,650.00	\$3,102.50	0.00
Totals	32	\$18,900.00	\$16,065.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	33%	\$18,900.00
Market	100%	\$57,272.73

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	6%	\$3,436.36
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$13,172.73
WTVZ	4%	\$2,290.91
WVBT	8%	\$4,581.82
WVEC	26%	\$14,890.91

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/01/12	10/01/12	WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
WAVY News @ Sunrise															
EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$700.00		0.00				
E 2	WAVY	09/25/12	09/25/12		CM	5a-6a	-T-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News @ Sunrise														
WAVY News @ Sunrise														
EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----				1	\$700.00		0.00			
E 3	WAVY	09/28/12	09/28/12	WAVY 6AM News	CM	6a-7a ----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY 6AM News														
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--				1	\$2,000.00		0.00			
E 4	WAVY	09/25/12	09/25/12	Today Show M-F	CM	7a-9a -T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
Today Show M-F														
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----				1	\$2,000.00		0.00			
E 5	WAVY	09/25/12	09/25/12	Today Show 2	CM	9a-10a -T-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Today Show 2														
TODAY SHOW 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----				1	\$500.00		0.00			
E 6	WAVY	09/28/12	09/28/12	Today Show 2	CM	9a-10a ----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
Today Show 2														
TODAY SHOW 2														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--				1	\$500.00		0.00			
E 7	WAVY	09/26/12	09/26/12	Today Show 3	CM	10a-11a --W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
Today Show 3														
TODAY SHOW 3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	--W----				1	\$400.00		0.00			
E 8	WAVY	10/01/12	10/01/12	Hampton Roads Show	CM	11a-12p M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
Hampton Roads Show														
HAMPTON ROADS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	M-----				1	\$200.00		0.00			
E 9	WAVY	09/25/12	09/25/12	Hampton Roads Show	CM	11a-12p -T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
Hampton Roads Show														
HAMPTON ROADS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----				1	\$200.00		0.00			
E 10	WAVY	09/27/12	09/27/12	Hampton Roads Show	CM	11a-12p ---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
Hampton Roads Show														
HAMPTON ROADS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---				1	\$200.00		0.00			
E 11	WAVY	09/27/12	09/27/12	WAVY News 10 @ Noon	CM	12p-1p ---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
News 10 @ Noon														
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	---T---				1	\$300.00		0.00			
E 12	WAVY	09/25/12	09/25/12	Days of Our Lives	CM	1p-2p -T-----	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Days of Our Lives														
DYAS OF OUR LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	-T-----				1	\$350.00		0.00			
E 13	WAVY	09/28/12	09/28/12	Days of Our Lives	CM	1p-2p ----F--	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
Days of Our Lives														
DAYS OF OUR LIVES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	----F--				1	\$350.00		0.00			
E 14	WAVY	09/26/12	09/26/12		CM	2-3p --W----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 2-3p The Doctors THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --W---- 1 \$200.00 0.00														
E 15	WAVY	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4p-5p M-----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$450.00 0.00														
E 16	WAVY	09/28/12	09/28/12	M-F 4-5p M-F 4-5p	CM	4p-5p ----F--	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$450.00 0.00														
E 17	WAVY	10/01/12	10/01/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$1,800.00 0.00														
E 18	WAVY	09/26/12	09/26/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p --W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6PM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --W---- 1 \$2,000.00 0.00														
E 19	WAVY	10/01/12	10/01/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$500.00 0.00														
E 20	WAVY	09/26/12	09/26/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a --W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --W---- 1 \$500.00 0.00														
E 21	WAVY	09/28/12	09/28/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a ----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$150.00 0.00														
E 22	WAVY	09/26/12	09/26/12	WAVY Early Today New WAVY News 430-5am	CM	430-5a --W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --W---- 1 \$200.00 0.00														
E 23	WAVY	09/25/12	09/25/12	WAVY Early Today New WAVY News 430-5am	CM	430-5a -T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
EARLY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -T----- 1 \$200.00 0.00														
E 24	WAVY	09/29/12	09/29/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a -----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SATURDAY EARLY AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$500.00 0.00														
E 25	WAVY	09/29/12	09/29/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a -----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
SATURDAY AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$800.00 0.00														
E 27	WAVY	09/29/12	09/29/12		CM	7p-8p -----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 7-8p														
Sa 7-8p														
ENTERTAINMENT THIS WEEK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-		1		\$300.00		0.00				
E 28	WAVY	09/30/12	09/30/12	WAVY News 10 Sunday 6a	CM	6a-7a -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SUNDAY EARLY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1		\$500.00		0.00				
E 29	WAVY	09/30/12	09/30/12	WAVY News 10 Sunday 7a	CM	7a-8a -----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
SUNDAY AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1		\$800.00		0.00				
E 30	WAVY	09/30/12	09/30/12	WAVY News 10 Sun 6p	CM	6p-7p -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SUNDAY 6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1		\$500.00		0.00				
E 31	WAVY	09/30/12	09/30/12	Su 12a-1a	CM	12a-1a -----S	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
Su 12-1a														
BROTHERS & SISTERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1		\$150.00		0.00				
N 32	WAVY	09/29/12	09/29/12	PGA	CM	PGA -----S-	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
PGA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-		1		\$250.00		0.00				
N 33	WAVY	09/30/12	09/30/12	PGA	CM	PGA -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
PGA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S		1		\$250.00		0.00				
Totals													32	\$18,900.00